CLAIMS

<u>We Claim</u>:

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1. A method of providing targeted advertising, comprising the steps of:

3
4

receiving information indicating a user selected category request for targeted advertising;

5

identifying a first advertisement corresponding to said category request; and

6

providing said first advertisement.

1

2. A method according to claim 1, wherein:

2

said step of receiving includes receiving a URL, said URL includes a first

3

attribute and a second attribute concatenated in said URL; and

4

said step of identifying includes using at least a portion of said URL to find

5

said first advertisement.

1

3. A method according to claim 1, wherein:

2

said category request includes a request for a category and a subcategory.

1

4. A method according to claim 1, wherein:

2

said first advertisement is a banner ad for a web page.

1

5. A method according to claim 4, further comprising:

2

displaying said advertisement on a client device.

1

6. A method according to claim 4, wherein:

2

said first attribute is received at a server from a client device; and

3

said step of providing includes communicating said advertisement from

4

said server to said client device.

1   7.   A method according to claim 1, further comprising the steps of:

2   receiving a second attribute indicating a property of a client device, said

3 step of receiving information includes receiving a first attribute, said first attribute

4 indicates said user selected category request; and

5   retrieving a third attribute indicating an index, said step of identifying is

6 based on said second attribute and said third attribute.

1   8.   A method according to claim 7, wherein:

2   said second attribute is selected by a publisher capable of controlling

3 environmental characteristics of said client device;

4   said first attribute, said second attribute and said third attribute are received

5 from said client device; and

6   said step of providing includes communicating said first advertisement to

7 said client device.

1   9.   A method according to claim 7, wherein:

2   said second attribute is selected by a server;

3   said first advertisement is stored at said server; and

4   said step of providing includes communicating said first advertisement

5 from said server.

1   10.   A method according to claim 7, wherein:

2   said second attribute is transient.

1   11.   A method according to claim 7, wherein:

2   said second attribute is permanent.

1   12.   A method according to claim 7, wherein:

2   said first, second and third attributes are represented by bit patterns.

13.   A method according to claim 7, wherein said first, second and third attributes are stored in one or more cookies.

14.   A method according to claim 13, wherein:

said one or more cookies reside on a server remote from said client; and

said step of providing includes communicating said first advertisement from said server to said client for display on said client.

15.   A method according to claim 13, wherein:

said one or more cookies reside on a client device; and

said step of providing includes communicating said first advertisement from a server to said client for display on said client.

16.   A method according to claim 1, further comprising the steps of:

receiving a request for a next advertisement corresponding to said user selected category request;

identifying said next advertisement; and

providing said next advertisement.

17.   A method according to claim 1, further comprising the steps of:

receiving a request for a previous advertisement corresponding to said user selected category request;

identifying said previous advertisement; and

providing said previous advertisement.

18.   A method according to claim 1, wherein:

said step of providing includes communicating said first advertisement to a client device; and

said client device includes an interactive television.

1   19.   A method according to claim 1, wherein:

2   said step of providing includes communicating said first advertisement to

3 a client device; and

4   said client device includes a mobile computing device.

1   20.   A method according to claim 1, wherein:

2   said step of providing includes communicating said first advertisement to

3 a client device; and

4   said client device includes a personal information manager..

1   21.   A method according to claim 1, wherein:

2   said step of providing includes communicating said first advertisement to

3 a client device; and

4   said client device includes a computer displaying a web site.

1   22.   A method according to claim 1, wherein:

2   said step of providing includes communicating said first advertisement to

3 a client device; and

4   said client device includes a cellular telephone.

1   23.   A method according to claim 1, further comprising the steps of:

2   displaying a content selection interface at a client, said content selection

3 interface includes a category selection device;

4   receiving said user selected category request based on said category

5 selection device; and

6   communicating said user selected category request from said client to a

7 server, said server performs said step of receiving a first attribute.

1   24.   A method according to claim 23, wherein:

2   said category selection device includes a pull down menu displaying a set

3   of categories.

1   25.   A method according to claim 23, wherein:

2   said category selection device includes a text box.

1   26.   A method according to claim 23, wherein:

2   said first advertisement is a banner and for a web page.

1   27.   A method according to claim 26, further including the steps of:

2   displaying a first content page, said step of displaying a content selection

3   interface is part of said step of displaying a first content page;

4   displaying a second content page;

5   sending a request from said client to said server for a second advertisement

6   based on said user selected category; and

7   receiving and displaying said second advertisement on said client, said

8   second advertisement is displayed with said second content page.

1   28.   A method according to claim 26, further comprising the steps of:

2   receiving a vote about said advertisement;

3   adding said vote to a tally of votes; and

4   providing information about said tally of votes.

1   29.   A method according to claim 1, wherein:

2   said steps of receiving, identifying and providing are performed in real

3   time; and

4   said steps of identifying and providing are performed in response to said

5   step of receiving.

1   30.   A method according to claim 1, wherein:

2   said step of identifying is performed without making use of user profile

3   information..

1   31.   A method according to claim 1, wherein:

2   said step of providing includes only providing advertisements that

3   correspond to said user selected category request.

1   32.   One or more processor readable storage devices having processor

2   readable code embodied on said processor readable storage devices, said processor

3   readable code for programming one or more processors to perform a method,

4   comprising the steps of:

5   receiving information indicative of a user selected category request;

6   identifying a first advertisement corresponding to said category request; and

7   providing said first advertisement.

1   33.   One or more processor readable storage devices according to claim

2   32, wherein:

3   said first advertisement is a banner ad on a web page.

1   34.   One or more processor readable storage devices according to claim

2   33, wherein:

3   said step of receiving information includes receiving a URL, said URL

4   includes a first attribute and a second attribute concatenated in said URL, said first

5   attribute identifies said user selected category request; and

6   said step of identifying includes using at least a portion of said URL as an

7   explicit identification of a location within a file system to find said first

8   advertisement.

1   35.   One or more processor readable storage devices according to claim

2   33, wherein said method further comprises the steps of:

3   receiving a second attribute indicating a property of a client device, said

4   step of receiving information includes receiving a first attribute, said first attribute

5   indicates said user selected category request; and

6   retrieving a third attribute indicating an index, said step of identifying is

based on said second attribute and said third attribute.

1   36.   One or more processor readable storage devices according to claim

2   33, wherein said method further comprises the steps of:

3   receiving a request for a next advertisement corresponding to said user

4   selected category request;

5   identifying said next advertisement; and

6   providing said next advertisement.

1   37.   An apparatus, comprising:

2   one or more processors;

3   a communication interface in communication with said one or more

4   processors and a network; and

5   one or more storage devices in communication with said one or more

6   processors, said one or more storage devices store content, said one or more

7   processors programmed to preform a method comprising the steps of:

8   receiving information indicative of a user selected category request,

9   identifying a first advertisement corresponding to said category

10   request, and

11   providing said first advertisement.

1   38.   An apparatus according to claim 37, wherein:

2   said first advertisement is a banner ad for a web page.

1   39.   An apparatus according to claim 37, wherein:

2   said step of receiving includes receiving a URL, said URL includes a first

3   attribute and a second attribute concatenated in said URL, said first attribute

4   identified said user selected category request; and

5   said step of identifying includes using at least a portion of said URL as an

6   explicit identification of a location within a file system to find said first targeted

7   advertisement.

1   40.   An apparatus according to claim 37, wherein said method further

2   comprises the steps of:

3   receiving a second attribute indicating a property of a client device, said

4   step of receiving information includes receiving a first attribute, said first attribute

5   indicates said user selected category request; and

6   retrieving a third attribute indicating an index, said step of identifying is

7   based on said second attribute and said third attribute.

1   41.   An apparatus according to claim 40, wherein said method further

2   comprises the steps of:

3   receiving a request for a next advertisement corresponding to said user

4   selected category request;

5   identifying said next advertisement; and

6   providing said next targeted advertisement.

1   42.   A method of providing targeted content grouped by categories,

2   comprising the steps of:

3   displaying a user interface;

4   receiving a selection of a category using said user interface; and

5   displaying a first advertisement corresponding to said category.

1   43.   A method according to claim 42, wherein:

2   said steps of displaying a user interface, receiving and displaying a first

3   advertisement are performed in real time.

1   44.   A method according to claim 42, wherein:

2   said user interface is displayed in a publisher page; and

3   said first advertisement is displayed in said publisher page.

1   45.   A method according to claim 42, further comprising the steps of:

2   requesting said first advertisement based on said category; and

3   receiving said first advertisement from a server.

1   46.   A method according to claim 45, wherein:

2   said step of requesting includes sending a set of attributes concatenated in

3   a URL, said attributes identify said first advertisement.

1   47.   A method according to claim 45, wherein:

2   said step of requesting includes sending a first attribute, a second attribute

3   and a third attribute;

4   said first attribute pertains to said category;

5   said second attribute pertains to one or more properties;

6   said third attribute pertains to an index for said category; and

7   said first attribute, said second attribute and said third attribute identify said

8   first advertisement.

1   48.   A method according to claim 42, wherein:

2   said user interface includes a category selection device; and

3   said step of receiving a selection uses said category selection device.

1   49.   A method according to claim 48, wherein:

2   said category selection device includes a text box.

1   50.   A method according to claim 48, wherein:

2   said category selection device includes a pull down menu.

1   51.   A method according to claim 48, wherein:

2   said first advertisement is an ad for a web site.

1   52.   A method according to claim 51, further including the steps of:

2   displaying a first content page, said step of displaying said user interface is

3   part of said step of displaying a first content page;

4   displaying a second content page;

5   sending a request for a second advertisement corresponding to said

6   category;

7   receiving said second advertisement; and

8   displaying said second advertisement with said second content page.

1   53.   A method according to claim 52, wherein said step of displaying a

2   first content page includes the steps of:

3   displaying content;

4   determining whether valid selection information exists;

5   displaying a targeted advertisement if valid selection information exists;

6   and

7   displaying a non-targeted advertisement if valid selection information is not

8   found.

1   54.   A method according to claim 53, wherein:

2   said step of determining includes looking for a valid cookie.

1   55.   A method according to claim 54, further comprising the steps of:

2   receiving a vote about said first advertisement;

3   adding said vote to a tally of votes; and

4   displaying information about said tally of votes.

1   56.   An apparatus, comprising:

2   one or more processors;

3   a communication interface in communication with said one or more

4 processors and a network; and

5   one or more storage devices in communication with said one or more

6 processors, said one or more storage devices store content, said one or more

7 processors programmed to preform a method comprising the steps of:

8   displaying a user interface,

9   receiving a selection of a category using said user interface, and

10   displaying a first advertisement for said category.

1   57.   An apparatus according to claim 56, wherein:

2   said first advertisement is a banner ad for a web page.

1   58.   An apparatus according to claim 57, wherein said method further

2 comprises the steps of:

3   requesting said first advertisement based on said category; and

4   receiving said first advertisement from a server.

1   59.   An apparatus according to claim 57, wherein:

2   said step of requesting includes sending a set of attributes concatenated in

3 a URL, said attributes identify said first advertisement.

1   60.   An apparatus according to claim 57, wherein:

2   said step of requesting includes sending a first attribute, a second attribute

3 and a third attribute;

4   said first attribute pertains to said category;

5   said second attribute pertains to one or more properties; and

6   said third attribute pertains to an index for said category.

1   61.   An apparatus according to claim 57, wherein:

2   said user interface includes a category selection device; and

3   said step of receiving a selection uses said category selection device.

1   62.   An apparatus according to claim 56, wherein said method further

2 comprises the steps of:

3   displaying a first publisher's page, said step of displaying said user interface

4 is part of said step of displaying a first publisher's page, said step of displaying a

5 first advertisement includes displaying said first advertisement on said first

6 publisher's page;

7   displaying a second publisher's page;

8   sending a request for a second advertisement based on said category;

9   receiving said second advertisement; and

10   displaying said second advertisement on said second publisher's page.

1   63.   An apparatus according to claim 62, wherein said step of displaying

2 a first publisher's page includes the steps of:

3   displaying content;

4   determining whether valid selection information exists;

5   displaying a targeted advertisement if valid selection information exists;

6 and

7   displaying a non-targeted advertisement if valid selection information is not

8 found.

1   64.   A method for locating content, comprising:

2   retrieving a set of two or more attributes from at least one cookie;

3   combining said attributes;

4   forming a URL, said URL includes said combined attributes; and

5   communicating said URL to a server in order to access content.

1   65.   A method according to claim 64, further comprising the steps of:

2   receiving said content in response to said step of communicating; and

3   reporting said content.

1   66.   A method according to claim 64, further comprising the steps of:

2   finding said content at said server, said URL includes an explicit

3 identification of a location within a file system to find said content, said step of

4 finding uses said explicit identification;

5   transmitting said content from said server to a client, said steps of

6 combining and forming are performed by said client; and

7   displaying said content on said client.

1   67.   A method according to claim 64, wherein:

2   said attributes comprise category information, an index for said category

3 information and one or more properties.

1   68.   A method according to claim 64, wherein:

2   said attributes include a first attribute and a second attribute;

3   said URL includes an identification of a host, said first attribute and said

4 second attribute; and

5   said URL includes an explicit identification of a location within a file

6 system to find said content.

1   69.   A method according to claim 68, wherein:

2   said first attribute corresponds to a first bit pattern; and

3   said second attribute corresponds to a second bit pattern.

1   70.   A method according to claim 64, wherein:

2   said attributes include a first attribute and a second attribute; and

3   said first attribute and said second attribute are stored in one or more

4   cookies.

1   71.   A method according to claim 64, wherein:

2   said steps of combining and forming are performed by a client remote from

3   said server; and

4   said one or more cookies reside on said client device.

1   72.   A method according to claim 64, wherein:

2   said steps of combining and forming are performed by a client remote from

3   said server; and

4   said one or more cookies reside on said server.

1   73.   An apparatus, comprising:

2   one or more processors;

3   a communication interface in communication with said one or more

4   processors and a network; and

5   one or more storage devices in communication with said one or more

6   processors, said one or more storage devices store content, said one or more

7   processors programmed to preform a method comprising the steps of:

8   retrieving a set of two or more attributes from at least one cookie,

9   combining said attributes,

10   forming a URL, said URL includes said combined attributes, and

11   communicating said URL to a server in order to access targeted

12   content.

1   74.   An apparatus according to claim 73, wherein said method further

2 comprises the steps of:

3   receiving said targeted content in response to said step of communicating;

4 and

5   reporting said targeted content.

1   75.   An apparatus according to claim 73, wherein:

2   said attributes include a first attribute and a second attribute;

3   said URL includes an identification of a host, said first attribute and said

4 second attribute; and

5   said URL includes an explicit identification of a location within a file

6 system to find said content.

1   76.   An apparatus according to claim 73, wherein:

2   said attributes include a first attribute and a second attribute; and

3   said first attribute and said second attribute are stored in separate cookies.

1   77.   A method for providing content, comprising the steps of:

2   determining whether one or more cookies store valid attribute data; and

3   providing targeted content if said step of determining concludes that one or

4 more cookies store valid attribute data.

1   78.   A method according to claim 77, further comprising the step of:

2   providing alternate content if said step of determining does not conclude

3 that one or more cookies store valid attribute data.

1   79.   A method according to claim 78, wherein said step of providing

2 targeted content includes the steps of:

3   adding said valid attribute data to a URL, said valid attribute data includes

4 data from two or more cookies;

5   communicating said URL to a server;

6   receiving said targeted content from said server; and

7   displaying said targeted content.

1   80.   A method according to claim 78, wherein:

2   said targeted content is a first advertisement pertaining to a first category;

3   said valid attribute data corresponds to said first category; and

4   said alternate content is a second advertisement that is not sorted by a

5 category pertaining to said valid attribute data.

1   81.   A method according to claim 77, wherein:

2   said valid attribute data is represented by one or more bit patterns.

1   82.   A method according to claim 77, wherein:

2   said valid attribute data includes a first attribute, a second attribute and a

3 third attribute;

4   said first attribute is stored in a first cookies;

5   said second attribute is stored in a second cookie; and

6   said third attribute is stored in a third cookie.

1   83.   An apparatus, comprising:

2   one or more processors;

3   a communication interface in communication with said one or more

4 processors and a network; and

5   one or more storage devices in communication with said one or more

6 processors, said one or more storage devices store content, said one or more

7 processors programmed to preform a method comprising the steps of:

8   determining whether one or more cookies store valid attribute data,

9 and

10   providing targeted content if said step of determining concludes that

11   one or more cookies store valid attribute data.

1   84.   An apparatus according to claim 83, wherein said method further

2   comprises the step of:

3   providing alternate content if said step of determining does not conclude

4   that one or more cookies store valid attribute data.

1   85.   An apparatus according to claim 83, wherein said step of providing

2   targeted content includes the steps of:

3   adding said valid attribute data to a URL, said valid attribute data includes

4   data from two or more cookies;

5   communicating said URL to a server;

6   receiving said targeted content from said server; and

7   displaying said targeted content.

1   86.   An apparatus according to claim 85, wherein:

2   said targeted content is a first advertisement pertaining to a first category;

3   said valid attribute data corresponds to said first category; and

4   said alternate content is a second advertisement that is not sorted by a

5   category pertaining to said valid attribute data.